

What is Claimed is:

- [c1] A method of assigning keywords to an Internet site or Internet page, comprising the steps of:
- providing a topical category database, said topical category database contains at least one predefined topical category;
 - assigning at least one keyword to said predefined topical category, thereby creating a keyword list for said predefined topical categories;
 - providing an Internet site and Internet page database, said Internet site and Internet page database contains information relative to at least one Internet site or Internet page;
 - assigning each said Internet site to at least one said predefined topical category, thereby creating a site assigned topical category; and
 - assigning each said Internet site at least one keyword contained within said keyword list for said site assigned topical category.
- [c2] A method as claimed in Claim 1 further comprising the step of assigning each said Internet page to at least one said predefined topical category, thereby creating a page assigned topical category.
- [c3] A method as claimed in Claim 2 further comprising the step of assigning each said Internet page at least one keyword contained within said keyword list for said page assigned topical category.
- [c4] A method as claimed in Claim 1 wherein each of said predefined topical categories has a title and a brief synopsis description.
- [c5] A method as claimed in Claim 1 wherein the step of assigning at least one keyword to said predefined topical category comprises assigning at least one keyword to said predefined topical category based on relatedness between said keyword and said predefined topical category.
- [c6] A method as claimed in Claim 1 further comprising the step of adding any keywords previously assigned to said Internet site to said keyword list for said site assigned topical category.
- [c7] A method as claimed in Claim 2 further comprising the step of adding any

keywords previously assigned to said Internet page to said keyword list for said page assigned topical category.

[c8] A method as claimed in Claim 1 wherein the step of assigning each said Internet site to at least one said predefined topical category, thereby creating a site assigned topical category, comprises:

- reviewing any previously assigned keywords contained within the meta-tag field of said Internet site;
- matching said previously assigned keywords to keywords contained within said keyword list; and
- assigning said Internet site to the predefined topical category whose keyword list contains matching keywords.

[c9] A method as claimed in Claim 2 wherein the step of assigning each said Internet page to at least one said predefined topical category, thereby creating a page assigned topical category, comprises:

- reviewing any previously assigned keywords contained within the meta-tag field of said Internet page;
- matching said previously assigned keywords to keywords contained within said keyword list; and
- assigning said Internet page to the predefined topical category whose keyword list contains matching keywords.